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- DATE: 08/20/93 SALES INFORMATION SYSTEM TIME: 11:25 -
- SUBJECT: WAKEFERN FOOD CORPORATION SENDER: NICK KURUC 1240 -
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TO: G. P. BUCHAS
J. T. JONES
ALL DIVISIONS/DISTRICTS WITH SHOP RITE STORES

cc: all S/R
CD

RE: WAKEFERN FOOD CORPORATION (SHOP RITE)

DEAR MANAGERS:

IN A MEETING HELD TODAY WITH JOHN POLEWKA, BUYER, AND JOHN RIJ, PURCHAISNG MANAGER, WAKEFERN FOOD, THE FOLLOWING KEY POINTS WERE EMPHASIZED REGARDING THE WAKEFERN/PHILIP MORRIS VOLUME PROGRAM:

1. PHILIP MORRIS IS NOT TO "VERTICALLY LOAD" ANY RJR CARTON OR PACKAGE MERCHANDISERS, AND PLACE SIGNAGE ABOVE THEIR SPACE UNDER ANY CIRCUMSTANCES. THE OPTION OF COST SHARE WAS DISCUSSED, AND PHILIP MORRIS REFUSED. PM'S SIGNAGE REQUIREMENT CAN BE SATISFIED WITH CLOCKS, LANE CLOSED SIGNS, AND SHOPPING BASKETS.
2. IF A MEMBER AGREES TO PLACE A PM PACKAGE MERCHANDISER, RJR MERCHANDISERS ARE NOT TO BE REMOVED. IF FOR EXAMPLE, A STORE HAS TWO OR MORE RJR PACKAGE MERCHNANDISERS, A PM FIXTURE CAN REPLACE ONE RJR FIXTURE. RJR MUST MAINTAIN AT LEAST ONE PACKAGE MERCHANDISER IN ALL STORES WHERE WE ARE CURRENTLY ON LOCATION.
3. IN IMPLEMENTING THEIR PROGRAM, PM IS NOT TO DISTURB CONTRACTUAL AGREEMENTS BETWEEN THE RETAILER AND RJR.

ANY QUESTIONS, CONCERNS, OR PROBLEMS ENCOUNTERED ON THE PART OF ANY WAKEFERN MEMBER SHOULD BE CONVEYED TO JOHN RIJ, AT 908-521-8422 IMMEDIATELY. HE WILL IN TURN HANDLE PERSONALLY WITH PHILIP MORRIS.

IF YOU HAVE ANY FURTHER QUESTIONS, PLEASE CALL ME.

BEST REGARDS.
NICK
G. N. KURUC, JR.
GK
M-2
CC: M. A. YOUNG
J. P. RENEHAN
B. G. NORMAN, JR.
P. E. SCHMIDT

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*** END OF MESSAGE ***

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